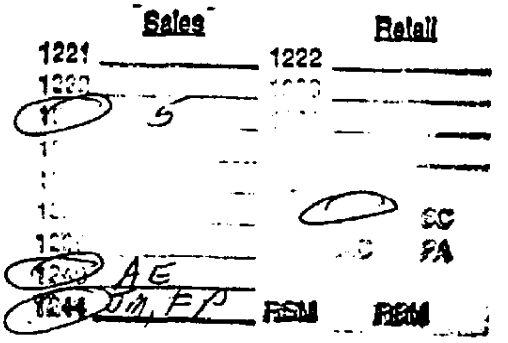
ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet



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RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 6, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

MARCH: WINSTON B2G1F PROMOTION #800115

Dear Paul:

We have placed orders for *Winston B1G1F* product, and *'Live'* product, as listed to pack and ship this promotion to your participating retail accounts (Note: This is not a pre-sleeved promotion). 1650 SKUs of Displays (item #538994) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	*Product / State*	*#/Cases Per Style*			*$ Amount*
		FF BOX	LT BOX	ULT LT BOX	
	UPC Code	12300-11226	12300-11926	12300-70326	
ER2875-01	*B1G1F / CT*	*2*	*4*	*2*	*$875.79*
ER2876-01	*B1G1F / MA*	*3*	*6*	*3*	*$845.69*
ER2877-01	*B1G1F / NH*	*1*	*2*	*1*	*$515.90*
ER2878-01	*B1G1F / NJ*	*2*	*4*	*2*	*$515.79*
ER2879-01	*B1G1F / NY*	*19*	*38*	*19*	*$7,636.04*
ER2880-01	*B1G1F / OH*	*2*	*4*	*2*	*$1,187.79*
ER2881-01	*B1G1F / PA*	*25*	*50*	*25*	*$13,797.42*
ER2882-01	*B1G1F / RI*	*1*	*2*	*1*	*$311.90*
	TOTALS	**55**	**110**	**55**	**$25,170.53**
ER2883-01	*'LIVE' Product*	*14*	*55*	*28*	*$42,763.59*

$67,934.12

PARTNERS 'BONUS' REPORTING DESCRIPTION: **'WIN MAR B2G1F'**

Product Arrival: **February 23, 1998**
Shipper Displays Arrival (Consolidated): **February 26, 1998**
Ship Date to Retail: **Week of March 16, 1998**

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Item #538994 (Displays)	
SKU CUBE:	1.6700
SKU WT (w/o Product):	4.5000 lbs
Retail Sales Offer per Sku:	20 Offers
Billing per Sku:	**4 Full Price Cartons**

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

* 4 CARTONS:
  2 WINSTON LT BOX / 1 WINSTON FF BOX / 1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to received packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $3,080.00 **(110 (12M) cases @ $28.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

MARCH: WINSTON B2G1F PROMOTION #800115

RETAIL DISTRIBUTION DATE: 3/16/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	308	See List	377		2	10			2	13	97			251	2	
BP OIL	44	See List	85											85		
BRADFORD MINI MART	7	1	7						4							3
COASTAL MART	38	See List	76							22				54		
COOKS CONVENIENT	6	See List	9								9					
COUNTRY FAIR	69	See List	275								8	32		235		
CONV EXPRESS	5	See List	11								11					
EXPRESS MART	41	See List	52								52					
HESS MART	53	See List	97							3	80			14		
HESS STATION	146	See List	216	1		3				23	104			80	5	
J MART	8	1	8								8					
KRAUSZERS	13	See List	34	34												
MANLEY'S	11	See List	13								13					
MOBIL / ON THE RUN	92	See List	140	15		24			20	22	51				8	
QUICKWAY	29	See List	33								33					
7/11 - HANDEE MART	27	See List	70									3	32	35		
STARENTERPRISE	25	1	25							12				13		
SUGARCREEK	73	1	73								73					
SUNRISE FOODS	16	See List	17								17					
INDEPENDENTS & SMALL CHAINS	27	See List	32	1		6	2		2	4	12			5		
TOTALS	1038		1650	51	2	43	2	0	28	99	568	35	32	772	15	3

(MC-ST115.XLS)2/6/98

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(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C FAIR STORES)/ MI/ MD

cc: J. Piscitelli

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